CHAPTER 1

INTRODUCTION

This chapter presents the introduction which consists of six parts; background of the research, statements of the problem, objectives of the research, significance of the research, scope of the research, and operational definition.

1.1. Background of the research

Every language has a close relationship with society. Which every context of society has its language. There are three things related to language: humans, society, and language. There are people, there is always social, and there is always language used to communicate within society. To see the relationship between language and social context, Aitchison & Wardaugh (1987) said that four components influence the relationship between language and society: The first is the participant in the situation, or what status is being played. The second is the participant's actions, about what they do including verbal and non-verbal actions. The third is another relevant feature of the situation, in the form of the objects and events surrounding it, and the extent to which they are related to what is happening. And the fourth is the effect of verbal action, what changes are caused by what the participants say in the situation.

From those explanations, it can be concluded that the existence of language in the community is very important. The use of language by social groups produces language variations. Latifah et al., (2017) said that language variations are seen in terms of places, situations, and variations of languageviewed in terms of time. In essence, all of the factors give rise to a variety of languages. Various languages are found in the community and on social media in the current era.

In a social context, the language of people in society is different from others. For example, the language used by pilots and doctors is different. Each profession has its language characteristics, in Sociolinguistics it is called

1

Register. As stated by Knutsson et al., (2012) register here describes the language of a group of people who have the same job interests in certain situations. This means that a register is a collection of language items associated with a different occupational or social group.

Register as variations of language is connected to social context. Register in selling and buying is one of the interesting sociolinguistic discussions to study. One form of registers in selling and buying interactions can be through promotions and bargaining dialogues between sellers and buyers. Because of the unique variation language and various considerations that can be found in the register of selling and buying on the online shop platform.

According to Kuswanto et al., (2020) Online shopping is a form of electronic commerce that allows consumers to directly buy products or services from sellers through the internet using a web browser. Online shopping is electronic commerce where buyers and sellers do not need to meet in person. The use of Indonesian-English mixed languages is often found on online shop platforms so that advertisements look more attractive. Maybe some young people can understand the meaning of the advertisement. However, some parents, are confused if the advertising language uses a mixed Indonesian-English language such as *ready stock, PO (Pre Order), flash sale, hit n run, free ongkir, etc*. The purpose of using these words is as persuasive language so that the product looks more attractive and elegant. By using persuasive language in online shop products, buyers will be interested and decide to buy the product. So that to avoid misunderstanding the use of persuasive language in the online shop platform, it is necessary to explain the meaning of the word. In the online shop community using non-formal language and adapted to the context of the product and caption. The researcher found a register of product descriptions uploaded on the online store platform based on situational and specific vocabulary used by the seller. Examples of registers are as follows:

(1) *"Yuk hari ini belanja Viva Cosmetics, Viva White, dan Red-A sepuasnyaaaaaa karena ada **cashback** hingga Rp 100 Ribu lhoooo!"*

The caption above is taken from the online shop of shopee at the vivacosmetics.Surabaya shop. In that post, the researcher found the word *cashback* as a register. The meaning of *cashback* is an offer where the buyer is given a percentage of cash or virtual money back. The word *cashback* is usually used by sellers as promotional material to attract buyers.

(2)   *"Speaker aktif CT600 PRO <u>ready</u>… sisa 5 set siapa mau buruuuaann..."*

The caption above is taken from the online shop of Shopee at the sinar_audio shop. In that post, the researcher found the word *ready* as a register. The meaning of the word *ready* in the caption is *ready stock*. Ready stock is a statement to the buyer that the product he is selling is available again. The seller usually uses the word ready stock when the product he sells is in demand by many people, so it runs out quickly. By writing the caption the buyer can find out the availability of the product. From these two examples, the researcher is interested and wants to further research the registers found in the online shop platform.

The phenomenon of using the register language in the Shopee application is a problem that will be studied in this research. This study was selected with various considerations. First, Shopee's social media has a variety of language usage. Second, the merchants on the Shopee app come from different social backgrounds. Third, this platform is one of the most widely used online shopping media by Indonesian people who come from various regions. Thus, the differences in the social backgrounds of sellers and buyers in social medianetworks lead to the emergence of the use of language with distinctive terms in the buying and selling sector.

Various kinds of buying and selling registers are found on the pages of online shopping platforms. So it is necessary to explain to the users of the online shop platforms that there is no misunderstanding when getting the term register. There are three previous studies related to registers. First, a study from Lubis et al., (2016) in Universitas of Riau Kepulauan entitled *A Register Analysis In Online Shop Term Facebook*. In this study₃the researchers tries to define

registered words and their definitions and functions when used in Facebook's online shop. The total number of registers found during the study was 100 registers. It consists of individual words, phrases, and sentences. This study concluded that the authors found several words included in the new words: abbreviations, clipping, coinage, compounding, borrowing, and acronyms.

The second study that makes the writer consider register as the topic is the study conducted by Gozali, (2014) at Diponegoro University entitled *Register of Online Shop In Blackberry Messenger*. He analyzed several samples containing conversations in the online shops, she found five forms of the register which often occurred in a conversation between sellers and customers. The forms of register such as addressing, blending, acronym, code-mixing, and phrase. It indicates that the terms of the register are creative. To attract the customers' purchasing power, sellers use this language variation.

The last previous research is from Moulita, (2021) in Universitas Syah Kuala, Banda Aceh. The title of the research is *Register Analysis Of Language Use In The Jakarta Post's Football News*. The purpose of this study is to study the linguistic form of the English register used in The Jakarta Post Football news and the meaning of the register. She found two types of data in the form of content words, 8 data of nouns, and 2 verbs. In the form of noun phrases, the researcher found 2 data in the category of attributive adjectives and 7 data nouns in the noun phrase. All English records appearing in Jakarta Post football News have different meanings than the conceptual meanings in the dictionary. The most dominant type of meaning change is social meaning.

In this study, the researcher is interested to analyze the registers commonly used by the online shop Shopee in 2022. The researcher uses the sociolinguistics theory that focuses on the lingual form and social context of the register. Therefore, the researcher uses the register from the online shop platform as the object of research entitled **"Register on Selling and Buying Through Online Shop of Shopee in 2022".**

1.2. Statement of The Research

Based on the background of the research above, the researcher formulate the statements of the problem as follows:

1. What are the registers and lingual form used by online shop of Shopee in 2022?
2. How are the social functions of the register in the online shop of Shopee in 2022?

1.3. Objective of The Research

Based on the statement of the research, the objectives of the research are as follows:

1. To identify the registers and lingual form used by the online shop of Shopee in 2022.
2. To explain the social function of the register in the online shop of Shopee in 2022.

1.4. Significance of The Research

The result of the research is expected to be beneficial theoretically and practically.

1. Theoretically, it is expected that this research can be used as one of the references by future researchers who will conduct research relatedto register in sociolinguistics.
2. Practically, I hope this research can motivate teachers or lecturers if the register material can be implemented using examples that relate tothe lives of millennial students so that it can be easily accepted by students.

1.5. Scope of The Research

This research focuses on the lingual form of register in the Shopee, especially in the caption that uploaded by the seller. Then analyze used sociolinguistics theory and explain the social function of registers according to Dell Hymes theory (1972)

1.6. Operational Definition

Based on the title of the research, the researcher clarifies the operational definition of each terminology as follows:

1. Sociolinguistics

   The part of linguistics that studies the relationship between language and society.

2. Register

   Registers is a language variation that is specifically used in the fields of selling and buying through online shop of Shopee in 2022.

3. Shopee

   An online shop platform that provides customers an easy, safe, and fast online shopping experiencers. Shopee is an online shop application that ismost widely used by Indonesian people.